Scholarly Publishing

A JOURNAL FOR AUTHORS & PUBLISHERS

VOLUME XIV

1982/83

Published by
University of Toronto Press

Published quarterly by University of Toronto Press
Editorial Office, Subscriptions, Advertising and Enquiries:
University of Toronto Press, Toronto, Canada M5S 1A6

IAN MONTAGNES Editor
JILL SMITH Business Manager

CONSULTING EDITORS
WILLIAM C. BECKER Associate Director and Controller, Princeton University Press
ANITA DEVIVO Director of Publications, American Occupational Therapy Association
ELEANOR HARMAN Founding Editor, *Scholarly Publishing*
NAOMI B. PASCAL Editor-in-Chief, University of Washington Press
JOHN M. ROBSON General Editor, The Collected Works of John Stuart Mill
ALICE VANDERMEULEN Consulting Economist, Claremont, California
JOYCE KACHERGIS Design and Production Consultant, Bynum, North Carolina

EDITORIAL ADVISORY BOARD
HARALD BOHNE Director, University of Toronto Press (Chairman)
EDVARD ASLAKSEN Associate Director, Universitetsforlaget, Oslo
SIR JOHN BROWN B.H. Blackwell Limited, Oxford
MARK CARROLL Chief, Professional Publications, U.S. National Park Service
GUIDO DECLERCQ Director, Leuven University Press
AUGUST FRUGÉ Director Emeritus, University of California Press
FRANCESS G. HALPENNY General Editor, Dictionary of Canadian Biography, Associate Director (Academic), University of Toronto Press
J.G. GOELLNER Director, The Johns Hopkins University Press
WELDON A. KEFAUVER Director, Ohio State University Press
DAN LACY Senior Vice-President, McGraw-Hill, Inc.
BEDA LIM President, South-East Asian Academic Publishers Association
SHIGEO MINOWA Director, United Nations University Press
PETER RYAN Director, Melbourne University Press

Subscriptions: $25.00 per year (four issues)
Personal subscriptions: $12.50 per year
Sustaining subscriptions: $100.00 per year
Please make cheques payable to University of Toronto Press

Second class mail registration number 2345

Index

VOLUME XIV (1982–83)

Author Index

ARTICLES

BATE, W. JACKSON
The crisis in English studies, 195

BELL, BARBARA CURRIER
Maps for learning, 61

BELL, J.G.
On being an uncompromising editor, 35

BROUWER, ONNO
The cartographer's role and requirements, 231

BRYANT, MAVIS
The editor and the illustration, 213

COX, STEPHEN
The editor and the illustration, 213

DAY, COLIN
The theory of gross margin pricing, 305

DORN, FRED J.
Do scholarly authors need literary agents? 79

EXUM, WILLIAM H.
Affirmative action and university presses, 123

FEES, LARRY M.
Getting the most in a mailing list, 243

FROHLICH, WILLIAM
Starting small, 21

GEHRELS, T.
A space age approach to advanced textbooks, 369

GEISER, ELIZABETH A.
Education for publishing, 275

GRAHAM, GORDON
Managing change in professional publishing, 3
Adversaries or allies? 291

KATZEN, MAY
An office for humanities communication, 179
How rising postal rates may curtail British journals, 253

KINNEY, RICHARD R.
Examining costs in producing the scholarly monograph, 337

MARKLAND, MURRAY F.
Taking criticism – and using it, 139

MATTHEWS, M.A.
A space age approach to advanced textbooks, 369

MATTHEWS, M.S.
A space age approach to advanced textbooks, 369

PASCAL, NAOMI B.
Chicago's Thirteenth (review article), 87
Borrowed images, 345

PITERNICK, ANNE B.
Requirements for the scholarly journal in transition, 49

POWELL, WALTER W.
Adapting to tight money and new opportunities, 9

RAITT, MILDRED D.
Standards in binding, 187

REEDS, KAREN
Publishing scholarly books in the sixteenth century, 259

SALVAGGIO, RUTH
Interpreting the MLA Bibliography, 363

SEYBOLD, CATHARINE
A brief history of *The Chicago Manual of Style*, 163

STIEG, MARGARET F.
Refereeing and the editorial process: the AHR and Webb, 99

SYMPOSIUM
Stretching the shrinking dollar (by Doreen Armbruster, Herbert S. Bailey Jr, John Gallman, Paul R. Kennedy, James Langford, Michael Leonard, Ian Montagnes, Carol Orr, Paul H. Rohmann, John G. Ryden, William A. Wood, David Yates), 29

WATERS, LINDSAY
The crisis in English studies: a response, 299

WIGGINS, HENRY H.
Early and middle years at Columbia, 327

WILLIAMS, MILLER
The writer and the editor, 149

REVIEWS

The Chicago Manual of Style: for Authors, Editors, and Copywriters (Naomi B. Pascal), 87

MANN, MARGARET, comp.
Primary Communications: A Review of the Literature since 1970 (Ian Montagnes), 190

Subject Index

AUTHORS, WRITING, AND PUBLICATION

BATE, W. JACKSON
The crisis in English studies, 195

BELL, BARBARA CURRIER
Maps for learning, 61

DORN, FRED J.
Do scholarly authors need literary agents? 79

MARKLAND, MURRAY F.
Taking criticism – and using it, 139

WATERS, LINDSAY
The crisis in English studies, a response, 299

WILLIAMS, MILLER
The writer and the editor, 149

SALVAGGIO, RUTH
Interpreting the MLA Bibliography, 363

BUSINESS AND MANAGEMENT

DAY, COLIN
The theory of gross margin pricing, 305

EDITING AND LIST-BUILDING

BELL, J.G.
On being an uncompromising editor, 155

BROUWER, ONNO
The cartographer's role and requirements, 231

BRYANT, MAVIS & STEPHEN COX
The editor and the illustration, 213

GEHRELS, T., M.A. MATTHEWS & M.S. MATTHEWS
A space age approach to advanced textbooks, 369

STIEG, MARGARET F.
Refereeing and the editorial process: the AHR and Webb, 99

EDUCATION AND TRAINING

GEISER, ELIZABETH A.
Education for publishing, 275

EUROPE, SCHOLARLY PUBLISHING IN

KATZEN, MAY
An office for humanities communication, 179

REEDS, KAREN
Publishing scholarly books in the sixteenth century, 259

JOURNALS

KATZEN, MAY
How rising postal rates may curtail British journals, 253

PITERNICK, ANNE B.
Requirements for the scholarly journal in transition, 49

STIEG, MARGARET F.
Refereeing and the editorial process: the AHR and Webb, 99

MAJOR PROJECTS

SEYBOLD, CATHARINE
A brief history of *The Chicago Manual of Style*, 163

MANUSCRIPT EDITING

BELL, J.G.
On being an uncompromising editor, 155

PASCAL, NAOMI B.
Chicago's Thirteenth (review article), 87

MARKETING AND DISTRIBUTION

FEES, LARRY M.
Getting the most in a mailing list, 243

NORTH AMERICA, SCHOLARLY PUBLISHING IN

FROHLICH, WILLIAM
Starting small, 21

WIGGINS, HENRY H.
Early and middle years at Columbia, 327

POLICY, PUBLISHING

EXUM, WILLIAM H.
Affirmative action and university presses, 123

GRAHAM, GORDON
Adversaries or allies? 291

GRAHAM, GORDON
Managing change in professional publishing, 3

PASCAL, NAOMI B.
Borrowed images, 345

POWELL, WALTER W.
Adapting to tight money and new opportunities, 9

SYMPOSIUM
Stretching the shrinking dollar (by Doreen Armbruster, Herbert S. Bailey Jr, John Gallman, Paul R. Kennedy, James Langford, Michael Leonard, Ian Montagnes, Carol Orr, Paul H. Rohmann, John G. Ryden, William A. Wood, David Yates), 29

PRODUCTION AND DESIGN

BROUWER, ONNO
The cartographer's role and requirements, 231

BRYANT, MAVIS & STEPHEN COX
The editor and the illustration, 213

KINNEY, RICHARD R.
Examining costs in producing the scholarly monograph, 337

RAITT, MILDRED D.
Standards in binding, 187

SYMPOSIUM
Stretching the shrinking dollar (by Doreen Armbruster, Herbert S. Bailey Jr, John Gallman, Paul R. Kennedy, James Langford, Michael Leonard, Ian Montagnes, Carol Orr, Paul H. Rohmann, John G. Ryden, William A. Wood, David Yates), 29